

CLAIMS

What is claimed:

1 1. A method for tailoring information to characteristics of an information user, comprising the
2 acts of:

3 a) passing a request object containing at least one profile element to an arbiter;

4 b) selecting a personalization engine from a plurality of personalization engines by the
5 arbiter;

6 c) accessing a content database to retrieve a personalized content object identified by the
7 personalization engine selected by the arbiter.

8 2. The method of claim 1, further comprising the act of passing the personalized content object to
9 an application program.

10 3. The method of claim 2, wherein the application program is a web browser.

11 4. The method of claim, 1 further comprising the act of sending the request object over a
12 communication network.

1 5. The method of claim 4, wherein the communication network is the Internet.

1 6. The method of claim 1, further comprising the acts of:

2 d) accessing a profile database that stores profile elements associated with the request
3 object;

4 e) retrieving from the profile database at least one profile element associated with the
5 request object; and

6 f) including in the request object the at least one profile element retrieved from the profile
7 database.

1 7. The method of claim 1, wherein the plurality of personalization engines comprises at least two
2 personalization engines selected from the group consisting of a rule-based personalization engine,
3 a predictive-modeling personalization engine, and a collaborative filtering personalization engine.

1 8. Apparatus for tailoring information to characteristics of an information user, the apparatus
2 comprising:

3 a) an arbiter for accepting and analyzing a request object; and

4 b) a plurality of personalization engines for selecting at least one personalized content
5 object from a content database;

6 wherein the arbiter selects a personalization engine from the plurality of personalization
7 engines, and the selected personalization engine selects the at least one personalization content
8 object from the content database.

9 9. The apparatus of claim 8, further comprising output logic for passing the at least one
10 personalization content object to an application program over a communication network.

11 10. The apparatus of claim 9, wherein the communication network is the Internet.

12 11. The apparatus of claim 9, wherein the application program is a web browser.